Commissioners Present
Betsy Brandsgard, Chairperson (by video)
Robert R. Hardman, Member (by video)
Timothy L. Lapointe, Member (by video)
David A. Vaudt, Ex-Officio Member (present)
Pamela A. Duffy, Member (present)
Michael W. Mahaffey, Member (by video)

Commissioners Absent
None

Iowa Communications Network Staff Present
Joseph Cassis, Deputy Director
Dave Lingren, Service Delivery Administrator
Kevin Heinzeroth, Finance Director
Vicki Wallis, Engineering Administrator
Tami Fujinaka, Government Relations Manager
Gail McMahon, Public Relations Manager
Lori Larsen, Administrative Assistant (Recorder)

Guests
Kyle Holmgren – Qwest
Adam Humes – Attorney General's Office
Greg Davis – Des Moines Community School District; Chair of the ETC and EOA
Ed Glenn – ATAC (by video)
Lynee Casper – AEA 11

Call to Order

Commissioner Brandsgard called the meeting to order at 9:05 A.M. It was noted that a quorum of members was present for the meeting.

Approval of 11/20/08 and 12/17/08 Meeting Minutes

Commissioner Duffy moved for approval of the November 20, 2008, and December 17, 2008, meeting minutes; Commissioner Hardman seconded the motion. A roll call vote was taken, unanimously approving the minutes as written.

> Commissioner Duffy – yes
> Commissioner Lapointe – yes
> Commissioner Hardman – yes
> Commissioner Mahaffey – yes
> Commissioner Brandsgard – yes

Old Business

EOA Update – Joseph Cassis & Greg Davis

The ETC (Education Telecommunication Counsel) Organization Analysis Committee (EOA) was established in June 2008. Dean Cook resigned from the chair position; Greg Davis has accepted the chair position. Frank Wood from North Scott Community School District has also filled a vacancy.

The EOA committee met Wednesday, January 7, 2009, to discuss strategies. One item discussed was the need for a review of the ETC's organization, duties, and policies due to the changes in the past 15 years in technology, telecommunication, market laws, and funding. This analysis will provide the ETC with recommendations on how to enhance and/or modify, address the issues identified, and to recommend changes to the legislators for the considerations as authorized in Chapter 8. The next step is to have an in-depth brainstorming session to focus on specific elements.

The RTC's functions have also changed during the past 15 years. Instead of focusing only on scheduling and ensuring maintenance of video classrooms, the RTC has taken on the additional duties of assisting with scheduling of Polycoms and desktop technologies. Due to this, their duties have expanded, but they have other duties within their particular entity, and their time for scheduling is aggregated, and/or proportioned accordingly to the funding. The definitions of those responsibilities were placed into the actual funding allocation process that has been developed over the years; there are no set procedures, flow charts, or any semantics on how the process is done. The allocation is primarily managed by IPTV; the school districts submit projects descriptions and their understanding/vision.

Greg Davis discussed the E-rate program in K-12 schools. (E-rate is a program that is funded by telecommunications carriers and administered by a corporation under the auspices of the Federal Communications Commission, FCC that subsidizes specific telecommunications services for schools, libraries and hospitals) There are discounts available for many eligible services with the E-Rate program that school districts apply for, and not many of the Iowa school districts have taken advantage of the fiber optic backbone the ICN has across the state. There are opportunities for the ICN to become a lit-managed service provider, servicing authorized user WANs (Wide Area Networks). As a "lit-managed" service provider, this ICN service would become E-Rate eligible as a priority one service. There will be some hurdles, but down the road, there could be a vision of a state-wide back bone.

Q – Please define lit fiber.
A - In the E-Rate program, there is a good distinction between dark fiber and lit fiber. The E-Rate program prefers lit fiber, and dark fiber is not qualified for E-Rate funding. In the Wide Area Network perspective, if it is lit up, than it is considered for funding.

Another topic discussed was a method to collect more data regarding ICN classrooms and their usage – there is currently no central repository with the necessary trends for video classrooms. That was a project and assignment from the RTC.

An additional topic made was relating to the Iowa Core Curriculum, the 21st century standards, and how that aligns with the expectations of the ETC.

New Business

Report from Administrative Telecommunications Advisory Council (ATAC) - Ed Glenn, Chair

Ed Glenn, Iowa National Guard, is the current ATAC chair. ATAC represents the state and federal Iowa National Guard and public libraries. ATAC's mission is communication. Mr. Glenn commented that the ICN continues to be very cooperative and customer oriented. ATAC members are appreciative of the changes that have been made to the VOSS (Video Operations Scheduling System) enhancements, and look forward to the changes that will happen in the future. ICN contacts continue to be regular participants during the ATAC meetings, and give helpful information during those meetings. When there are concerns or problems, the ICN has been reactive.

The IN TOTO conference was again excellent this year; I personally did not get to attend all of it, but I did attend some of it. We did have staff that was able to attend the whole conference. They gained valuable knowledge from the event. We hope the ICN staff can find a convenient time to make sure that everyone's schedule fits for the next conference date.

Commissioner Brandsgard asked if Mr. Glenn had any suggestions on procedures or changes that we could make to become more helpful to users.

He said, "None at this time, we certainly feel that we have the ICN's attention at our meetings. We were happy to see the VOSS enhancements. Two huge enhancements that occurred were: 1) gathering the annual report together from the information that is in VOSS, that saves a lot of manual time; 2) billing issues (how information is sent out) - particularly on the Guard side, but it may help with additional departments."

Commissioner Duffy asked if Ed heard input/advise from anyone in the ATAC group, citizens, or community leaders on topics concerning what the ICN could/should do, but is not permitted to do.

Ed Glenn said, "At this time, the only item would be concerning 'authorized users'. That is not a huge problem, because there is an opportunity for most people in the state of Iowa to use the ICN. I don't completely understand how the authorized user list came about. At this time, I can think of the addition of city and county personnel, but again they have the opportunity to use it through other avenues. It does seem like it could be a bit easier, if the authorized users included those other government personnel."

Joseph Cassis addressed the enhancements that Ed Glenn was referring to. Mr. Cassis also discussed the IPTV Work Order Migration which integrated the IPTV work order system into the ICN's service desk application. Now, the ICN is able to address the set-up of trouble tickets, and how they are distributed to the field technicians for ICN classroom issues. This will give the ICN a tracking mechanism concerning classroom status. This has been an active project for several months with many team members, and it is going live January 15, 2009. ICN will be

also addressing additional enhancements that have been brought up; however, the system implementation is a large effort, and will be completed in phases.

Commissioner Duffy asked if there has been any discussion with Representative Doris Kelley.

Joseph Cassis said that there had not been discussions between Auditor David Vaudt and Representative Doris Kelley.

Review FY 09 ICN Budget to Actual Financials - Kevin Heinzeroth

For the month of December, net cash from operations (removing equipment) was $3,109,706 for the year. The appropriation that was used with video match for the year cash from operations was $2,190,123. If the appropriation and equipment are removed from the results of operations, the ICN is at $270,905 cash from operations for the year. There are no differences in trends. We have not seen any trending from the effects of the economy; we will probably see that coming within the next 6 months.

VIDEO SERVICES Billings for video services for December 2008 are behind billings for December 2007 by $67,613 and are 9.56% behind the December budgeted amount. The ICN has produced 105,234 hours through December 2008, up from the 99,722 hours produced through December 2007. Higher education and K-12 comprised the majority of the usage.

This report includes video production charts for gross video hour production and an analysis of average video rate per hour per site.

VOICE SERVICES FY 2008 year-to-date Voice Service revenues for December 2008 are behind December 2007 revenues by $140,570 and are 6.36% ahead of 2008 budget figures. Largest sources of revenue continue to be toll free usage, local access, and inmate calling.

This report includes several voice production charts to monitor minute production for the last three fiscal years for: 1) Total toll minutes, 2) Regent minute production, 3) Other PBX toll minute production, 4) Feature Group B/D toll minute production and 5) Toll-Free minute production.

DATA SERVICES Gross revenues from data services for December 2008 are ahead of December 2007 year-to-date revenues by $497,652 and are ahead of the current fiscal year budgeted figures by 0.34%. In line with what was budgeted.

INSTALLATION REVENUES Installation revenues for December 2008 are ahead of December 2007 by $320,868 and are ahead of the December budget by 34.12%. Installation revenues fluctuate greatly depending upon current spending abilities of our customers. Budgeting is based upon prior year activity and can vary widely from actual.

INDIRECT and G & A EXPENSES Indirect expenses for December 2008 are below budget projections for December 2008 6.34% and are $231,980 below December 2007 expenditures. General and Administrative expenses for December 2008 are above December 2007 by $151,540 and 13.13% below December budget projections.

EQUIPMENT and EQUIPMENT APPROPRIATION For December the ICN paid $185,121 for equipment on approved project expenditures. Foundry Networks at $95,920, Compunet International Inc. at $70,748, and Alcatel-Lucent at $9,350 were the major vendors. In addition $17,876 was paid to various vendors for approved minor equipment purchases.

Question One – What are indirect expenses?

Indirect expenses can not be associated to a service. Some examples are: PAETEC service management fees for the network, outside plant costs for repairing fibers, etc. The general administrative expenses are personnel costs/personnel fees/travel expenditure(s). ICN budgets for about a 10% vacancy factor for the general administrative expense. While the agency is below budget, we are up from last year; as our payroll costs continue to rise.

Question Two – How is the state mandate requiring budget cuts affecting ICN?

At this time, we don't know what our customers are doing to shave their budgets. We are actively watching how the ICN is spending money; we do have a cash reserve. We have had a fairly good year, and will continue to monitor what our customers do.

Legislative Update – Tami Fujinaka

The proposed bill language that was submitted is exactly the same language worked by the committee last year. The language would allow the ITTC to look at other options after expired leases have been through the RFP process, (i.e. if the RFP responses do not make good business sense).

The bill has been submitted and drafted, but it has not been assigned to a house or senate committee. Once assigned, it will receive a number, and begin the process. The legislative team will keep you updated once the bill begins the process.

Joseph Cassis discussed that Director Gillispie and himself have been contacted by a number of representatives to consider various concepts and proposals. The discussion has generated a lot of interest regarding the infrastructure, which will hopefully lead to public and private partnerships. There will be a paper available within the next couple of weeks discussing the topics.

ICN Training Programs – Joseph Cassis

External
One of the strategic directives given by the ITTC to ICN staff was to enhance training, both for ICN users as well as staff. Staff determined the best way to handle this was to get feedback from customers and those who have interest in utilizing the ICN. A survey (from Surveymonkey.com) was sent out on January 12, 2009 to numerous listservs representing school supervisors, AEA staff, state agencies, PIOs, ETC, RTC, libraries and schedulers as well as other users. We don't know exactly how many were invited to participate in our survey since we asked several key contacts within these organizations to pass on the invite, but we anticipated about 500-700 individuals were contacted. The objective of the survey is to determine what type of training they have received regarding the use and services provided by the ICN. The results from this survey, along with the input from customer surveys and focus groups will provide the training

enhancement team insights on what type of training programs should be considered for deployment to users.

Currently we have 252 respondents; most are from the K-12 and libraries.
Some questions contained in the survey include:
- What type of responsibilities/interaction do these participants have?
- What is your experience with the ICN? – Most participated in a session, but never taught a session.
- Who currently provides professional development or training opportunities would be preferred? – Most indicated no one provided that information.
- What training method is preferred? – Most indicated ICN video session or in person.
- Training interest topics – 48% for new products and ICN services, 45% for new technology today, 61% for sharing possibilities of other agencies to serve the clients and customers.

This will give staff an idea on what the next steps will be concerning the types of training and the training topics that will be discussed.

WICN: We are also looking at establishing a dedicated ICN Channel on the network similar to a TV or Radio station arrangement where specific programming will be available for those who are interested to join the session. It will run live from 8:00 AM to 4:30 PM with topics ranging from training, testimonials and stories from customers, talk show about industry trends, etc. This will be free to individuals who want to participate. This communications tool is to replace the IN TOTO Conference since the Governor has requested all conferences be canceled to reduce costs.

Internal
Training is also important for ICN staff to enable consistent improvement upon their expertise. Currently, a pilot training program is being developed focusing on Customer Relations. Working with DMACC, a pilot course is being developed using videos to demonstrate recommended responses to difficult customer situations. In addition, three scenarios, representing actual events submitted by staff, have been developed and will be simulated via video role-playing to demonstrate other situations specific to ICN. The course is tentatively scheduled for February 10, 2009, for all the managers and two staff members from each of the bureaus to determine what changes could be made to improve upon the course before deploying it to the entire staff. This will be the first of many courses to be created for the staff.

Auditor Dave Vaudt arrived to the ICN Thompson Conference Room at 9:38 A.M.

Corporate Communications and Marketing - Joseph Cassis

1. **Slogan:** As part of the communications directive from ITTC and the ICN Communications Strategy that was deployed, the team created a new slogan to reduce confusion in the marketplace while improving the branding of ICN. The new slogan, which Director Gillispie launched on January 5, 2009, is: "Sharing Iowa's Infinite Possibilities." It emphasizes what ICN enables its customers to do with their ideas and the information exchange that takes place over the network. Imbedded in this slogan are the letters IP to represent the future move toward Internet-based technologies. SIP – relates to voice over IP, it is a certain protocol. The solid line over the "I" was changed from blue to black. A number of people saw it as a lower case "i".

This is ICN's vision for the future. The application of how it will be used in conjunction with the logo was also introduced and has been incorporated on all letterhead and other document templates. Corporate Marketing/Communications Team put this together. It is great to have a brand that is recognizable. We are pursuing the trademark of both the application and the tag line.

2. **Website:** On January 5, 2009, the new version of ICN's web site, referred to as Web 1.5, was launched. This new web site simplifies the navigation between site pages while having a crisp, clean look that includes video snippets and customer tools. The tools are still embedded on the right side, for those visitors that are familiar with the previous formatting, so they can go directly to the other pages. There is a "feature" section, so we can feature a product, service, employee, or customer story. This will give more of a news interest, which will draw attention on a repetitive basis. In addition, the new website version incorporates a Legislative Center to highlight specific topics that Legislators should find interesting and useful. An email went to the new legislators welcoming them to their first session, and a welcome back email to those who are returning. Director Gillispie has already received inquiries from several members of the Leadership.

ICN is currently developing Web 2.0. The new design will incorporate a new look and potentially incorporate a Wiki. The ownership of the information can be easily updated by the various divisions' authorized individuals. A wiki will allow us to maintain the momentum for the ETC and EOA by having a page dedicated to their members and projects. It would keep everyone updated without exchanging multiple emails.

Commissioner Brandsgard asked if the link had been sent to legislators.

Joseph Cassis answered yes, it was sent out two days ago, on behalf of Director Gillispie, inviting all new and returning legislators to our site and particularly to our Legislative Center. There is a video (approximately two minutes) introducing Mark Johnson as our Legislative Liaison, and welcoming everyone back to session. We hope to have more information posted on the left side of the webpage, so they can bookmark the page and visit it on a regular basis. This is more cost effective than sending newsletters and multiple emails. This is one centralized area that they can find the information needed for decision making.

Joseph Cassis informed the group that Director Gillispie received four to five inquiries generated from the email and the new website. All have specified their interest in public/private partnerships.

Video Usage: Joseph Cassis
We have seen an increase in usage compared to last year's numbers. ICN is slightly above usage in December, and we are above last year's numbers. Overall the revenues have not reflected that. It has demonstrated the idea that more people are becoming more aware of the utilization of

distance learning and having opportunities to reduce the travel, especially with the directive that the Governor has issued for all agencies.

Other Business

Tami Fujinaka mailed out financial discourse forms to all commissioners and management staff. Please complete the information and either mail or fax the information back. There is also an online option if you prefer to submit the information using the Internet. The forms are due April 2009.

ICN Award – Joseph Cassis

The ICN is being honored with a *Special Service to Education* award from the Cedar Rapids Community School District. The District Technology Office nominated ICN in recognition of our quick response during the flood.

ITTC Commissioner Dr. Robert Hardman will accept the award on behalf of the ITTC and ICN on February 4, 2009, at a program scheduled for 5:00-6:30 p.m. at Viola Gibson Elementary School in Cedar Rapids.

Appreciation & Acknowledgment – Joseph Cassis

The creation of the ITTC telephonic wallet-sized informational cards is a great idea from Tami Fujinaka and Lori Larsen.

Acknowledged Lori for the excellent ITTC support in taking the minutes.

Mr. Cassis acknowledged and congratulated the billing team who exceeded the Executive Director's challenge of generating the bills within 5 days and asked if Kevin would elaborate.

Billing Challenge – Kevin Heinzeroth
In December, a request was made by Director Gillispie to change the delivery of bills from 15 days to 5 days after the end of the month. December bills were out online and mailed within the 5-day timeframe. The credit goes to the billing staff headed by Deb Evans, who will continue to try to meet this challenge each month.

Commissioner Duffy will be absent for the February 2009 meeting.

Adjournment

Commissioners Mahaffey and Lapointe made a motion to adjourn the meeting. There being no further business, the meeting adjourned at 10:01 AM.

ATTESTED TO: _Betsy Brandsgard_
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Betsy Brandsgard, Chair, Iowa Telecommunications and Technology Commission